



Customer Service

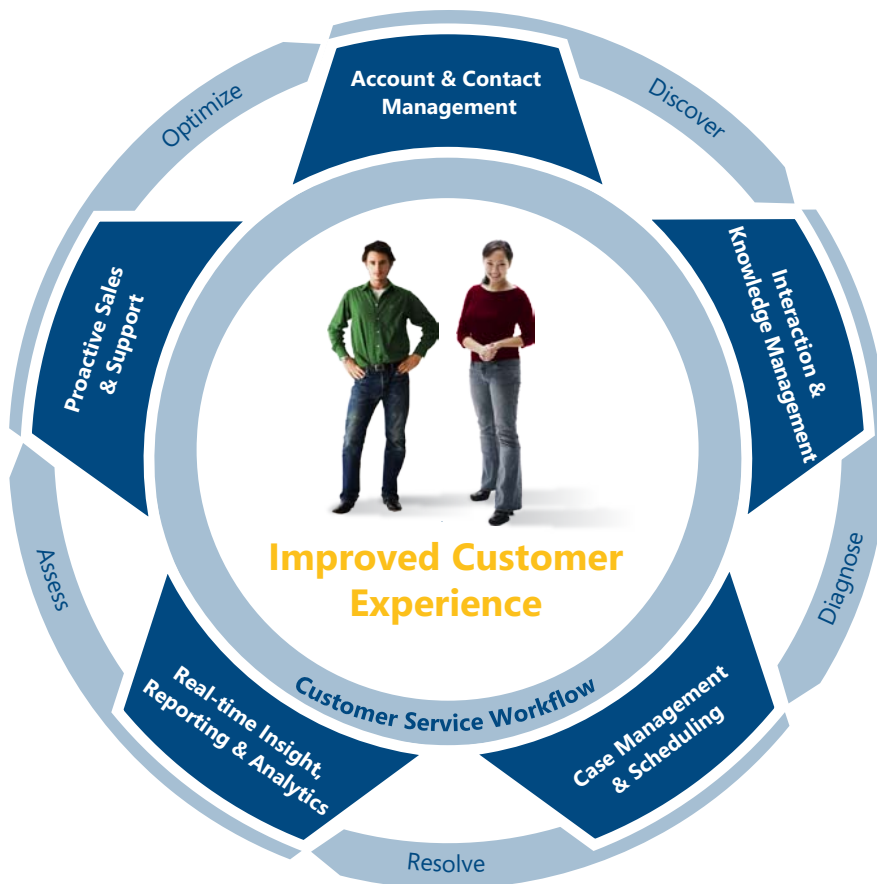
Improve customer satisfaction and service effectiveness with Microsoft Dynamics™ CRM for Customer Service

Deliver customer information, case management, service history, and support knowledge directly to the desktops of customer service representatives and supervisors, giving them the tools to deliver consistent, efficient service that enhances customer loyalty and profitability. Microsoft Dynamics CRM provides a comprehensive customer service solution that is familiar to users, completely customizable to your business process, and scalable to meet the growing demands of any size business.

“With Microsoft Dynamics CRM, training time is reduced, people are proficient faster, and we can get new employees out onto the floor quickly—all because the system brings them the information that they need in an easy-to-use, point-click fashion.”

JEFF BEELMAN
Contact Center Lead,
Wellmark

Microsoft Dynamics CRM for Customer Service



The functionality outlined in the above diagram showcases the Microsoft Dynamics CRM capabilities that help organizations provide consistent, effective service that improves the customer experience.

“Microsoft Dynamics CRM is truly a new platform for Polaris, allowing support and sales teams to evolve and work together in ways that were not possible with the legacy applications.”

BEDE BRAEGELMANN
Project Manager,
Polaris Industries

DELIVER SUPERIOR CUSTOMER SERVICE

Utilize multiple interaction channels, including phone calls, e-mail messages, in-person communications, and self-service Web sites to quickly create, manage, and resolve service issues. Use streamlined access to cases, customer history, Service Level Agreements (SLAs) and a powerful Knowledge Base to support customers effectively and productively. Enable customer service representatives to deliver consistent customer experiences through flexible and structured customer service stages and processes through Windows Workflow Foundation.

MANAGE WORK MORE EFFICIENTLY

Create a productive work environment for your customer service representatives with Microsoft Dynamics CRM. Whether implemented on premise through Microsoft Office SharePoint® Server, within the context of a contact center agent desktop, or as a natural extension of Microsoft Outlook®, Microsoft Dynamics CRM can help your business to productively manage customer incidents, service contacts, and knowledge from a single, scalable business application. With the familiar Microsoft Dynamics CRM interface, your business can quickly bring new service representatives up to speed while reducing training costs.

AUTOMATE SERVICE PROCESSES

Assign, manage, and resolve support incidents with automated routing, queuing, and escalation of service requests, along with case management, communications tracking, and auto-response e-mail. Use Windows Workflow Foundation to create and execute robust service processes that span the customer service organization. For organizations seeking to make service a core competency of their business, Microsoft Dynamics CRM can extend throughout the customer value chain to include other departments or areas of the business, as well as partner and supplier organizations.

The screenshot shows the Microsoft Dynamics CRM interface with a list of cases. The table has columns for Title, Case Number, Priority, and Created On. The cases listed include various bike-related issues such as damaged parts, shipment problems, and mechanical failures.

Title	Case Number	Priority	Created On
2 MBTs damaged during shipment	CAS-01001-LJDSKF	Low	12/13/2007
Average order shipment time	Ticket13	Normal	12/13/2007
Best grease for service.	Ticket13	Normal	12/13/2007
Bike damaged in shipment	Ticket16	High	12/13/2007
Bike weights for road bike comparison	Ticket111	Normal	12/13/2007
Bottom bracket giving problems	CAS-01017-W67LTD	Low	12/13/2007
Bottom bracket is making a noise	CAS-01004-WFBYA	Low	12/13/2007
Bottom bracket size for 2001 Touring-1000	Ticket121	Normal	12/13/2007
Brake lever damaged	CAS-01014-HPYQTT	Normal	12/13/2007
Brake lever damaged 2	CAS-01033-3QJ47	Normal	12/13/2007
Brake lever damaged 3	CAS-01024-ANUSQX	Normal	12/13/2007
Brake system and cranks not proper	CAS-01026-SCK8EN	Normal	12/13/2007
Chain is fitted too tight	CAS-01030-VLDDON	High	12/13/2007
Colors for model year 2003	Ticket129	Normal	12/13/2007
Complete overhaul required	CAS-01021-6KOTQT	High	12/13/2007
Contact information for AWC	Ticket120	Normal	12/13/2007
Cracked derailleurs in the lot of 100 mountain bike models	CAS-01003-9ND2YK	High	12/13/2007
Current frame sizes for mountain bikes?	Ticket112	Normal	12/13/2007
Decal replacement for 1998 bike	Ticket114	Normal	12/13/2007
Defective bike - cracked frame	Ticket18	Normal	12/13/2007
Derailleurs and suspension system have problems	CAS-01027-WIMU16S	High	12/13/2007

Powerful case management tracking

RESOLVE ISSUES QUICKLY AND ACCURATELY

Improve your first-call resolution rates using a searchable, shared knowledge base of articles organized by product and service category, as well as through integrated "Presence" information and instant messaging. Quickly locate and communicate with subject matter experts, managers, or supervisors using contact information that is embedded right in the CRM user experience.

GAIN ACTIONABLE INSIGHT

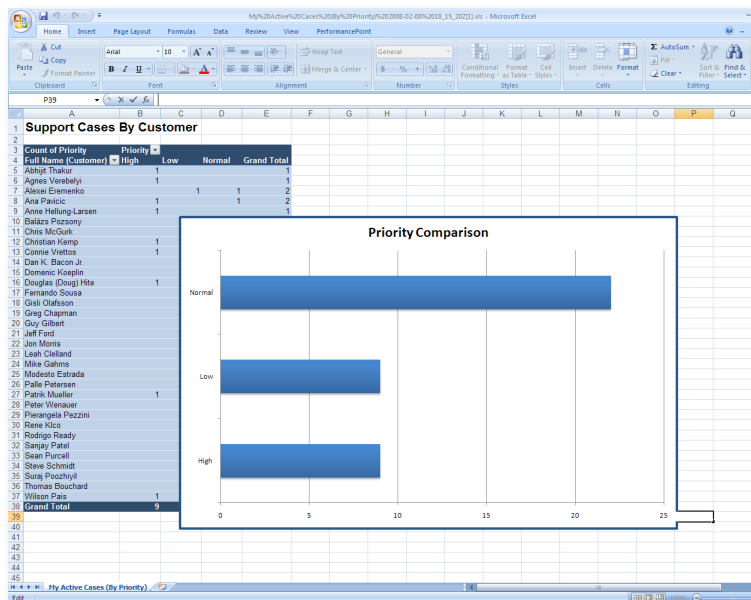
Measure customer satisfaction during all stages of the service lifecycle either in real-time or as part of a service reporting cycle. Use historical and actionable analytics to raise customer satisfaction, reduce case handling times, improve first-call resolution, or drive targeted cross-sell/up-sell offers to customers. Incorporate service analytics into product improvement initiatives, quality measurement processes, and warranty program optimization.

THIRD PARTY INTEGRATION

Confidently build and deploy world-class Contact Centers with Microsoft Dynamics CRM through on-premise integration with critical contact center infrastructure products, including leading telephony switch, automated call distribution (ACD), and computer-telephone integration (CTI) products from Microsoft Gold Certified and Certified partners, as well as agent scripting, offer management and workforce management, and call quality solutions.

APPLICATION INTEGRATION


Much of the information needed to answer customer questions is scattered across applications such as ERP, billing, and invoicing systems. This information can be surfaced through Microsoft Dynamics CRM. For complex integration requirements, connect Microsoft Dynamics CRM in an on-premise environment with Microsoft's Customer Care Framework to aggregate information from existing systems and channels to accelerate issue resolution. This gives customer service representatives the ability to see all customer interaction information across multiple systems in one place.



Utilize the report wizard to create custom reports, or leverage Microsoft Office Excel™ to quickly view, analyze and synchronize customer data using familiar productivity tools.

"We've been able to provide our customers with same-day responses, reducing wait times that used to range up to three days."

ROSALEE ALLAN
Sr. VP and
Chief Operations Officer,
PAML



“Microsoft Dynamics CRM has played a key role in helping us quickly respond to virtually any constituent request with superior service—whether it comes in the form of an in-person visit to one of our offices, by phone, or over the Internet”

GEORGE WHITE
Chief Information Officer,
Pennsylvania Office of the
Attorney General

For more information about
Microsoft Dynamics CRM, visit:
www.microsoft.com/dynamics/crm

MICROSOFT DYNAMICS CRM CUSTOMER SERVICE

Choose your user experience: Provide a familiar role-tailored user experience using Microsoft Office Outlook or a web-browser that is completely tailored for your business needs, such as a contact center agent desktop.

Manage cases: Create, assign, and manage customer service requests across multiple channels, including phone, e-mail, Web, in-person and emerging channels. Manage cases from initial contact through resolution and automatically associate incoming support inquiries with the appropriate case.

Route and queue cases: Dispatch cases to queues where individuals and teams can access them easily and automatically route them to the appropriate individual, supervisor or expert. Customize service queues so that they match your customer service processes.

Speed problem resolution: Resolve common support issues quickly using a searchable knowledge base. Ensure that published information is complete, correct, and properly tagged using built-in review processes. Build and maintain a solution database that makes it easy for people to find appropriate solutions quickly.

Manage contracts: Create and maintain service contracts within Microsoft Dynamics CRM to manage service level agreements (SLAs), refine business processes, and bill customers accurately. Update the relevant contract information automatically each time a support case is resolved.

Manage and automate e-mail response: Maintain accurate account, contact and service history with automated tracking and response for customer e-mail messages.

Maintain a product catalog: Work with a full-featured product catalog, including support for complex pricing levels, units of measure, discounts, and pricing options.

Schedule appointments and resources: Manage service appointments and resource allocation across your service sites and locations with a single calendar view of service professionals, tools, resources, and facilities. Quickly locate qualified and customer-preferred service professionals and schedule service appointments to deliver value-added services for customers.

Manage services, facilities, and equipment: Model your complete service delivery offerings and resource groupings into Microsoft Dynamics CRM to provide consistent service practices throughout your organization.

Communicate in real time: See the availability and status of co-workers using Microsoft Dynamics CRM on-premise and Microsoft Office Communications Server. Optimize service handling and resource utilization with the power of instant communications.

Automate service processes: Model and deploy robust business automation for customer service using a wizard-based workflow design environment. Connect and build powerful and time-saving workflows built on Windows Workflow Foundation.

Protect data quality: Automatically clean and purge duplicate records to ensure data consistency and integrity.

Turn data into actionable knowledge: Identify common support issues, track service processes, and measure service performance. Use rich reports that provided standard as part of Microsoft Dynamics CRM or easily build customized reports with wizard-based tools that do not require technical resources from IT.